MIDLANDS TECH

MAVERICKS

MIDLANDS
TECHNICAL COLLEGE

THE MAVERICK BRAND REFLECTS THE MTC BRAND

It's important the Maverick visual identity and all messaging be a unifying element working to complement the MTC brand by reflecting school spirit and vitality. Consistency must be maintained at all times to show professionalism and quality in building brand awareness.

MAVERICK BRAND ATTRIBUTES

INDEPENDENT I FREE I SPIRITED I REBEL I STRONG

THE MARKETING COMMUNICATIONS DEPARTMENT MAKES THE FINAL DECISIONS ON ALL MAVERICK CONTENT AND APPEARANCE IN THIS BRAND GUIDE. THIS INCLUDES, BUT IS NOT LIMITED TO ALL TEXT, DESIGN, COLORS, FONTS, AND PHOTO SELECTIONS ON ITEMS USED ON AND OFF CAMPUS.

MTC POLICY AND PROCEDURE NUMBER 1.14.1

**C.   College Logos, Tag Line, and Seal**

1.   MTC's official logos (MTC, Enterprise Campus Authority, Foundation, and Harbison Theatre) will be the only official logos to represent the college. Other divisions, departments, or groups may request to have a logo treatment created with their department or group name by submitting an official request to Marketing Communications. Groups may also request use of their area names in conjunction with MTC logos. Marketing Communications will forward these requests along with a branding recommendation to Executive Council for approval. Marketing Communications will govern how any such logo treatments are used.

2.   Use of the Midlands Technical College logos, official text treatments, or the "You can get anywhere from here." tag line on documents, publications, and communications must be approved by Marketing Communications. This includes, but is not limited to apparel, advertising, promotional Items (giveaways, bags, etc.), signage, banners, and tablecloths. It also includes items assigned to students by college faculty where said items are distributed to or seen by external audiences.
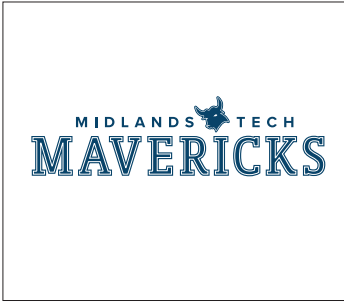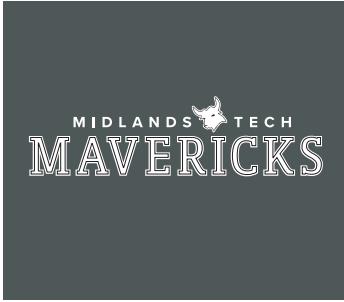
Full Color

One Color

Color Background

Reverse

MIDLANDS TECH

MAVERICKS

Full Color

One Color

Color Background

Reverse

MIDLANDS TECH MAVERICKS

MIDLANDS TECHNICAL COLLEGE

MIDLANDS TECH
MAVERICKS

One Color

MIDLANDS
TECHNICAL COLLEGE

One Color

MIDLANDS TECH
MAVERICKS

Color Background

MIDLANDS
TECHNICAL COLLEGE

Color Background

MIDLANDS TECH
MAVERICKS

Reverse

MIDLANDS
TECHNICAL COLLEGE

Reverse

MIDLANDS TECH
MAVERICKS

MIDLANDS
TECHNICAL COLLEGE
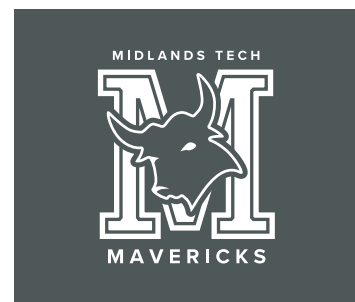
One Color

One Color

Color Background

Color Background

Reverse

Reverse

PMS
7694

CMYK
100-76-35-21

RGB
12-67-106

HEX
#0C436A

PMS
7689

CMYK
79-33-7-0

RGB
35-141-193

HEX
#238DC1

PMS
130

CMYK
0-38-100-0

RGB
245-168-28

HEX
#F5A81C

PMS
2204

CMYK
27-9-9-0

RGB
184-209-220

HEX
#B8D1DC

PMS
303

CMYK
97-73-52-56

RGB
0-41-58

HEX
#00293A

PMS
443

CMYK
47-31-35-1

RGB
142-156-156

HEX
#8E9C9C

PMS
445

CMYK
68-54-55-29

RGB
80-88-89

HEX
#505859

SECONDARY COLORS

PMS
368

CMYK
58-2-100-0

RGB
121-188-67

HEX
#79BC43

PMS
328

CMYK
88-35-62-17

RGB
0-113-102

HEX
#007166

PMS
166

CMYK
4-82-100-0

RGB
231-85-37

HEX
#E75525

Mislab Std Narrow + all families + all weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TRACK THESE FONTS OUT TO 40.

Proxima Nova + all families + all weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TRACK THESE FONTS OUT TO 40.

Ganache + all families + all weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SECONDARY FONTS FOR EMAIL AND POWERPOINT

Calibri + all families + all weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

74

1974

74

Since 74

Since 74

Since 74